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QUESTION 1

A company is designing a new Loyalty Program to reward its members based on purchases and short-term and long-term engagement with the program.

Which two types of currency does Salesforce Loyalty Management offer out-of-the-box that can be configured to accomplish the company's Loyalty Program objectives?

- A. Fixed Model and Activity Model
- B. Non-Qualifying Points and Qualifying Points
- C. Non-Qualifying Points and Activity Points
- D. Fixed Model and Qualifying Points

Correct Answer: B

Salesforce Loyalty Management offers two types of currency out-of-the-box that can be configured to accomplish the company's objectives for rewarding members based on purchases and engagement:

Non-Qualifying Points and Qualifying Points (B): Non-Qualifying Points are typically used for redemption purposes, allowing members to redeem these points for rewards or benefits. Qualifying Points, on the other hand, are often used to

determine a member's tier or status within the loyalty program, often based on their purchases or engagement activities.

Fixed Model and Activity Model (option A), Activity Points (option C), and Fixed Model in combination with Qualifying Points (option D) are not types of currency offered by Salesforce Loyalty Management. The system specifically uses Non-

Qualifying and Qualifying Points to differentiate between points that contribute to tier status and those available for redemption.

Salesforce documentation on Loyalty Management would detail the configuration and use of these currencies within a loyalty program, including how they can be tailored to meet specific program objectives.

QUESTION 2

An Administrator must configure a tier point reset for a Loyalty Program to occur once every two years.

Which two settings does the Administrator need to consider in this scenario?

- A. The Loyalty tier group field is populated.
- B. The qualifying point reset date, period, and frequency are set on the tier group.
- C. The Currency type field must correspond to qualifying.
- D. The currency type field must correspond to non-qualifying.

Correct Answer: B



For configuring a tier point reset in Salesforce Loyalty Management that occurs once every two years, the administrator needs to consider:

The qualifying point reset date, period, and frequency are set on the tier group (B): This setting ensures that members' qualifying points are reset according to the specified schedule, in this case, every two years. This reset mechanism is crucial for maintaining the program's competitiveness and encouraging ongoing member engagement.

The option A, "The Loyalty tier group field is populated," is a prerequisite for tier management but not directly related to the reset settings. Options C and D, regarding the Currency type field, are not relevant to the tier point reset settings, as the reset pertains to the accumulation and expiration of qualifying points within the tier structure, not the currency type.

Salesforce Loyalty Management documentation would provide detailed instructions on configuring tier resets, including the impact of different settings on member tiers and how to communicate changes effectively to maintain member satisfaction and engagement.

QUESTION 3

Universal container launched a Loyalty Program. The Salesforce Administrator to..... to create a private portal for the Loyalty Program.

What is the last step the Salesforce Administrator must complete?

- A. Associate the Loyalty Program with the site
- B. Activate the Experience Cloud site
- C. Add the relevant Experience Cloud components to the pages
- D. Create the Experience Cloud site

Correct Answer: B

The last step the Salesforce Administrator must complete to create a private portal for the Loyalty Program using Experience Cloud is to activate the Experience Cloud site. Activation is the final step that makes the site accessible to users. Once the site is activated, members can access the portal, where they can engage with the Loyalty Program, view their points and tiers, and take advantage of program benefits. Activation is crucial as it transitions the site from a development or staging phase to a live environment.

QUESTION 4

Which set of features should a Consultant check before setting up expanded partner management?

- A. Growth license, PostPaid Billing Type, Partner Ledgers, Partner Conversion Factor for Currencies
- B. Growth license, Prepaid Billing Type, Partner Transactions, Partner Conversion Factor O for Currencies
- C. Advanced license, PostPaid Billing Type, Partner Ledgers, Partner Conversion Factor for Currencies
- D. Advanced license, Partner Ledgers, Partner Transactions, Billing Type



Correct Answer: C

Before setting up expanded partner management in Salesforce Loyalty Management, a Consultant should verify the following features are available:

Option C: An "Advanced" license, which typically provides a broader set of functionalities and capabilities within Salesforce applications, including Loyalty Management.

"PostPaid Billing Type," indicating the billing arrangement with partners, which is relevant for managing financial transactions within the Loyalty Program. "Partner Ledgers," which are necessary for tracking financial transactions and point

exchanges with partners.

"Partner Conversion Factor for Currencies," enabling the management of loyalty points and currency conversion across different geographies and partner locations. These features collectively support the expanded management of partner

relationships within the Loyalty Program, including financial transactions, point conversions, and international operations.

Reference: Salesforce Loyalty Management documentation on partner management provides insights into the features and configurations required for setting up and managing complex partner relationships within Loyalty Programs.

QUESTION 5

Northern Trail Outfitters wants to show member information in its member portal hosted outside of Salesforce.

What is a prerequisite for using Loyalty APIs to fetch the member information?

- A. Create custom objects in Loyalty
- B. Create a Connected App in Platform
- C. Create customer integration code
- D. Create Data Processing jobs

Correct Answer: B

For Northern Trail Outfitters to display member information in its external member portal, a crucial prerequisite is the creation of a Connected App in Salesforce Platform. This Connected App facilitates secure API access to Salesforce data,

including Loyalty Management information, by providing an authentication and authorization framework.

By setting up a Connected App, Northern Trail Outfitters can establish a secure connection between its external member portal and Salesforce, enabling the retrieval of member information through Loyalty APIs. This setup ensures that the

external portal can access up-to-date loyalty data, such as member points, tier status, and transaction history, in a secure and controlled manner, enhancing the member experience outside of Salesforce.

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